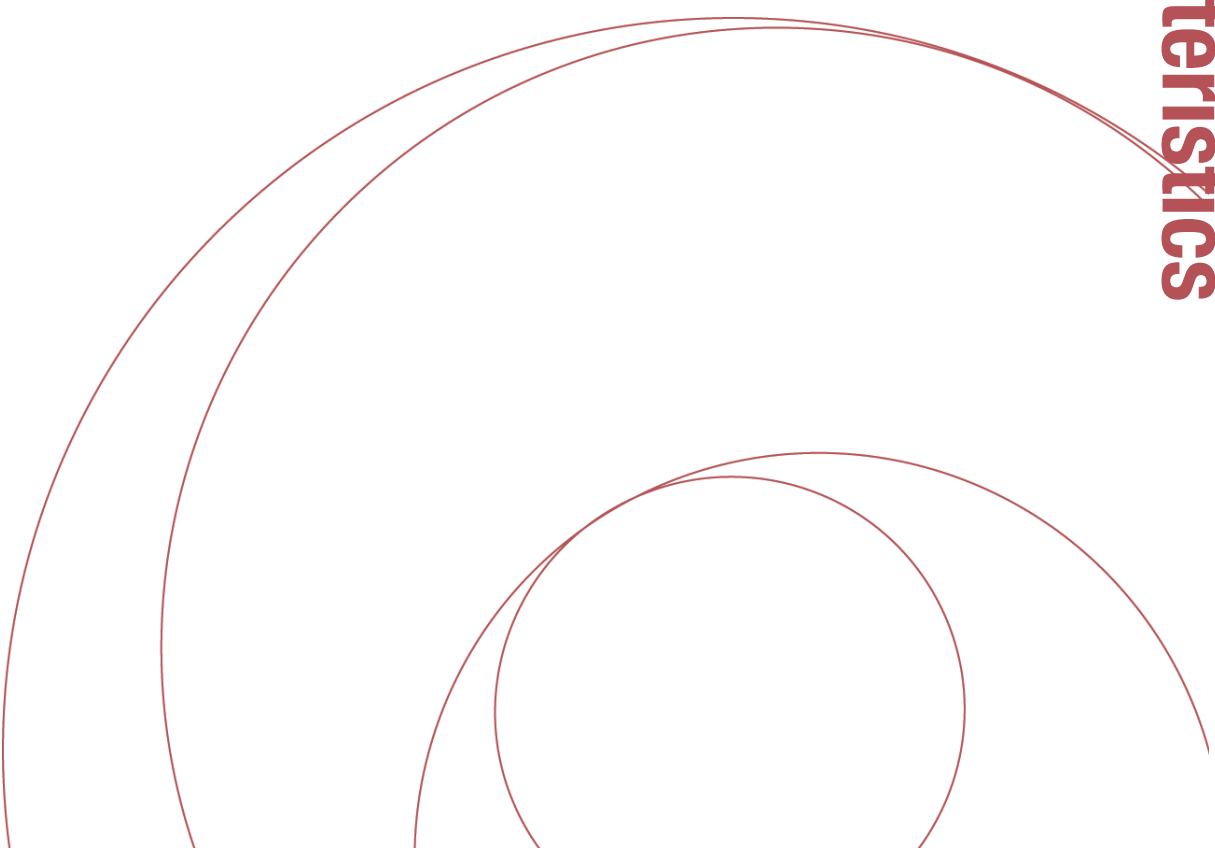


Demographic Characteristics



III. DEMOGRAPHIC CHARACTERISTICS

This section provides an overview of the demographics of Wisconsin's African American, American Indian, Asian, Hispanic/Latino, and white populations. Data are provided that describe the significant increases in the number of Wisconsin residents who identify as members of racial/ethnic minority populations, including contrasts in the age composition between groups and geographic distributions within the state. This section also describes group differences for selected social and economic characteristics, including income, poverty status, employment, and English language proficiency.

Most of the statistical tables in this section are based on information derived from the U.S. Census. Racial groups shown include black or African American, American Indian and Alaska Native, Asian, and white. With the exception of Table 2, data are not shown for Native Hawaiian and other Pacific Islanders; other races; and multiple races or more than one race.

Race and Hispanic origin constitute separate and distinct data concepts, and persons of Hispanic origin may be of any race. In this section and throughout this report, statistical data for racial groups exclude persons of Hispanic origin unless otherwise noted. An exception to this convention occurs in the tables on social and economic characteristics. In these tables, the racial groups, except white, include persons of Hispanic origin, which corresponds to how the Census data were reported for information in these tables.

Beginning with the U.S. Census 2000, respondents were given the opportunity to identify one or more race categories. Thus, data on race from Census 2000 are not directly comparable with data on race from the 1990 Census, and caution is needed when interpreting change in race composition over time. With the exception of Table 2 and Figure 2, data by race from Census 2000 shown in this section are based on respondents who indicated only one race.

A. Population Size, Growth, and Geographic Distribution

Racial and Ethnic Populations in Wisconsin

- The major racial/ethnic minority populations in Wisconsin are African American, American Indian, Asian, and Hispanic/Latino. Together these four diverse groups comprise about 12% of Wisconsin's total population according to Census 2000.
- Since 1990, there has been significant population growth in the state's racial/ethnic minority groups. The fastest growing of the major racial/ethnic groups in Wisconsin are Hispanic/Latino and Asian, whose populations increased 107% and 68%, respectively, since 1990. The black or African American population increased 24%, and the American Indian and Alaska Native population grew 16%.

Population Size, Growth, and Geographic Distribution

Table 2: Racial and ethnic populations in Wisconsin, 1990 and 2000

Racial and ethnic populations	% of total population, 2000	1990 population	2000 population	% growth 1990–2000
Total population	100.0%	4,891,769	5,363,675	9.6%
One race only ^{1,2}				
White (not Hispanic or Latino)	87.3%	4,464,677	4,681,630	4.9%
African American or Black (not Hispanic or Latino)	5.6%	241,697	300,245	24.2%
Asian (not Hispanic or Latino)	1.6%	52,284	87,995	68.3%
American Indian and Alaska Native (not Hispanic or Latino)	0.8%	37,769	43,980	16.4%
Native Hawaiian and Other Pacific Islander (not Hispanic or Latino)	0.03%	801	1,346	68.0%
Some other race (not Hispanic or Latino)	0.1%	2,148	3,637	NA
Two or more races ³ (not Hispanic or Latino)	1.0%	--	51,921	NA
Ethnicity				
Hispanic or Latino (all races)	3.6%	93,194	192,921	107.0%

Source: U.S. Census Bureau, 1990 Census and Census 2000, Summary Tape File 1.

Notes: ¹ "One race only" groups refer to persons who identified only one race.

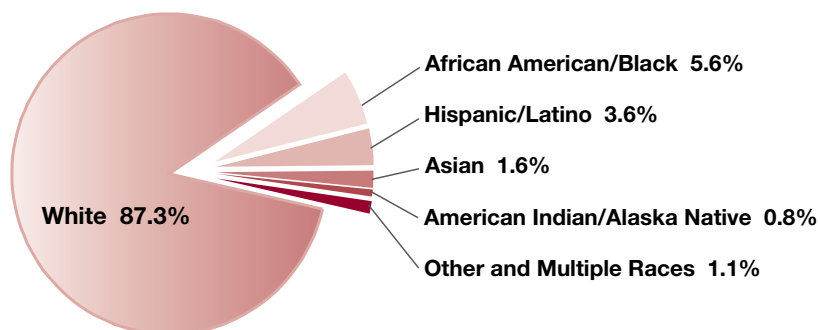
²The race categories in this report are mutually exclusive.

³ "Two or more races" includes persons who identify more than one race. This category was not included in the 1990 Census.

-- This category not included in the 1990 Census.

NA = Not Applicable.

Figure 2: Percentage of racial and ethnic populations in Wisconsin, 2000



Source: U.S. Census Bureau, Census 2000. Graph prepared by the Wisconsin Minority Health Program.



III. Demographic Characteristics

African American or Black refers to persons having origins in any of the black racial groups of Africa.¹ [Note: Throughout this report the terms “African American” and “black” may be used interchangeably.] African Americans are the largest racial minority group in Wisconsin, comprising 5.6% of the total population. African Americans live in all regions of Wisconsin, but over 90% reside in Milwaukee, Racine, Dane, Kenosha, and Rock counties. The overwhelming majority of the state’s African American population resides in the City of Milwaukee (73%).

African Americans have been present in Wisconsin since the 1700s, accompanying French and British voyagers and fur traders. They pioneered vibrant and prosperous farming communities at Cheyenne Valley in Vernon County (1855) and Pleasant Ridge in Grant County (1870).² Wisconsin’s African American population grew dramatically during World Wars I and II as they migrated from southern states to work in the industrial areas of Milwaukee and Beloit.³

African Americans and other black residents are a heterogeneous population, including African and Caribbean immigrants and residents. These diverse groups have varying levels of health status related to differences in economic, educational, geographic, social, and cultural factors.

American Indian and Alaska Native refers to persons having origins in any of the original peoples of North and South America (including Central America) and who maintain tribal affiliation or community attachment.¹ American Indians comprise almost 100% of the American Indian and Alaska Native population in Wisconsin; the Census 2000 counted 225 people in Wisconsin (0.01%) who identified as Alaska Native.

American Indians represent diverse nations of people who flourished in North America for thousands of years before the arrival of Europeans. The Menominee, Ojibwe (Chippewa), Potawatomi, and Ho-Chunk (Winnebago) peoples are among the original inhabitants of Wisconsin.⁴ American Indians continue to maintain a strong presence in Wisconsin, and traditional beliefs and practices remain prominent in American Indian culture. As with all groups, there are differences in social, economic, and geographic conditions in American Indian communities that impact health status and access to care.

Wisconsin is home to 11 federally recognized tribes: Bad River, Ho-Chunk, Lac Courte Oreilles, Lac du Flambeau, Menominee, Oneida, Potawatomi, Red Cliff, St. Croix, Sokaogon (Mole Lake), and Stockbridge-Munsee. Each tribe maintains a government-to-government relationship with the State of Wisconsin. Also, each tribe has its own unique peoples, languages, and spiritual and health practices—just as do the more than 500 federally recognized American Indian tribes.

The distribution of American Indian populations in Wisconsin includes 64% in northern and northeastern Wisconsin, with Menominee, Sawyer, Ashland, and Bayfield counties having the largest concentrations. About 45% of Wisconsin’s American Indian population reside in metropolitan areas; 13% reside in Milwaukee County. Therefore, references to American Indian health in Wisconsin apply to American Indians who live on reservations and in other geographic areas of the state.

Asian refers to a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam¹. Asians represent 1.6% of Wisconsin’s population and their population increased 68% since the 1990 Census.

Population Size, Growth, and Geographic Distribution

The largest Asian groups in Wisconsin are Hmong (38%), Asian Indian (14%), and Chinese (12%); 67% of Asians in Wisconsin are foreign-born. Asian communities are heterogeneous groups that are concentrated in selected counties across the state, especially Milwaukee, Dane, Marathon, Waukesha, and Brown counties.

The Hmong population in Wisconsin is the third largest in the nation following their initial emigration from Southeast Asia to Wisconsin beginning in the 1970s. The Hmong often maintain traditional health beliefs and practices that sometimes contrast with Western medical systems. In addition, elders and recent immigrants often experience language barriers that can make health communication difficult.

Table 3: Asian population by national origin, Wisconsin, 1990 and 2000

	% of Asian population, 2000	1990	2000	% growth
Total ¹	100%	52,284	87,995	68.3%
Hmong	38%	16,373	33,791	106.4%
Asian Indian	14%	6,914	12,665	83.2%
Chinese	12%	7,354	11,184	52.1%
Korean	8%	5,618	6,800	21.0%
Laotian	5%	3,622	4,469	23.4%
Filipino	6%	3,690	5,158	39.8%
Vietnamese	4%	2,494	3,891	56.0%
Japanese	3%	2,765	2,868	3.7%
Other Asian ²	8%	3,952	8,574	116.9%

Source: U.S. Census Bureau, 1990 Census and Census 2000, Summary Tape File 1.

Notes: ¹Totals do not include 1,618 Asians in 1990 and 768 Asians in 2000 who identified themselves as Hispanic. These Hispanic Asians are included in the populations shown for the detailed Asian race groups and the Other Asian category. Thus, the detailed groups do not sum to the total. Populations shown for 2000 exclude persons reporting two or more race categories.

²Other Asian includes Bangladeshi, Cambodian, Indonesian, Malaysian, Pakistani, Sri Lankan, Thai, and Other Asian, not specified.

Hispanic or Latino refers to persons of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race¹. [Note: Throughout this document the term “Hispanic/Latino” may be interchanged with “Hispanic” or “Latino.”] The Hispanic/Latino population in Wisconsin increased 107% since the 1990 Census, making this the second largest and fastest growing racial and ethnic group in Wisconsin. Mexican Americans and Puerto Ricans constitute 66% and 16%, respectively, of Hispanics/Latinos in Wisconsin. An estimated 33% of the Hispanic/Latino population in Wisconsin is foreign-born.

Hispanics/Latinos are most populous in Milwaukee, Racine, Dane, and Kenosha counties and are rapidly emerging in other geographic regions of the state. For example, Brown County’s Hispanic/Latino population grew 470%, from 1,525 to 8,698 since the 1990 Census.

People of Mexican heritage came to Wisconsin in the early 1900s to work in various farming and manufacturing industries.⁵ Since then, other Hispanic/Latino groups have migrated to the state in search of economic opportunities or political asylum. Hispanic or Latino communities are very diverse with a

III. Demographic Characteristics

wide range of socioeconomic characteristics, cultural traditions, and language abilities and include recent immigrants as well as generations of U.S. born and permanent residents.

The Hispanic/Latino population in Wisconsin also includes migrant and seasonal farmworkers of which the vast majority are U.S. citizens of Mexican heritage who reside most of the year in Texas. Approximately 5,000 migrant workers plus 1,000 dependents arrive in Wisconsin annually to work in canneries, meat packing plants, and other food processing industries in addition to Christmas tree farming or harvesting snap beans, cherries, tobacco, and other crops.⁶

Due to the rapid influx of Spanish-speaking people into the United States, many Latinos have limited English proficiency, and undocumented Hispanics/Latinos encounter additional challenges with healthcare coverage and access.

Table 4: Hispanic/Latino population by national origin, Wisconsin, 1990 and 2000

	% Wisconsin Hispanic/Latino population, 2000	1990	2000	% growth 1990–2000
Total	100%	93,194	192,921	107.0%
Mexican	66%	57,615	126,719	119.9%
Puerto Rican	16%	19,116	30,267	58.3%
Cuban	1%	1,679	2,491	48.4%
Other	17%	14,784	33,444	126.2%

Source: U.S. Census Bureau, 1990 Census and Census 2000, Summary Tape File 1.

Note: Other Hispanic/Latino includes Dominican, Costa Rican, Guatemalan, Honduran, Nicaraguan, Panamanian, Salvadoran, Other Central American, Argentinean, Bolivian, Chilean, Columbian, Ecuadorian, Paraguayan, Peruvian, Uruguayan, Venezuelan, Other South American, Spanish, Spanish American, and All Other Hispanic/Latino.

White refers to a person having origins in any of the original peoples of Europe, the Middle East, or North Africa¹; 87.3% of the total Wisconsin population is designated as white. The earliest European settlers came to Wisconsin in the mid-17th century, having encountered indigenous American Indian peoples who had inhabited Wisconsin for more than ten thousand years.⁵ Today, whites are the majority population in all Wisconsin counties except Menominee County. German Americans constitute the largest European ethnic group in Wisconsin; 43% of Wisconsin's residents claim German ancestry, and large proportions of the white population claim Irish, Polish, Norwegian, English, or French ancestry.⁷

Most of these European groups migrated to Wisconsin beginning in the mid- to late-19th century, and immigrant and refugee groups from other countries in Eastern Europe have also settled in Wisconsin. White Americans exhibit wide socioeconomic characteristics and represent an array of national, religious, social, and political affiliations. The rich European American heritage is often celebrated in ethnic festivals and local holidays.

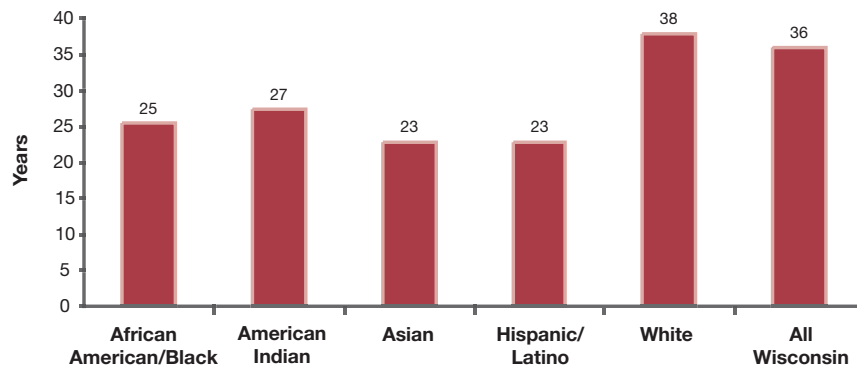
Some Other Race or Two or More Races. Persons who self-identified outside of the standard single racial and ethnic designations represent a very small segment of the total population. Approximately 55,000 Wisconsin residents, or 1.1% of the state population, identified as mixed racial heritage or some other race.

Population Size, Growth, and Geographic Distribution

Age and Sex Distribution

- Figure 3 illustrates the younger age distribution of Wisconsin racial/ethnic minority populations, whose median ages ranged from 23 to 27 years, compared to the white population, where median age in 2000 was 38 years.
- Youths 5 to 14 years old comprised the largest percentage of the African American, American Indian, and Asian populations; and persons 15 to 24 years old comprised the largest proportion of the Hispanic/Latino population. Accordingly, the majority of the people in racial/ethnic minority populations was considerably younger than the white population. (See Appendix III, Table R3 and Table R4, for detailed age distributions by race and ethnicity.)
- In 2000, females outnumbered males in all Wisconsin populations except Hispanics/Latinos. The Wisconsin population averaged 49.4% males and 50.6% females compared to the Hispanic/Latino population which averaged 54.2% males and 45.8% females (Appendix III, Table R3 and Table R4).

Figure 3: Median age by race/ethnicity, Wisconsin, 2000



Source: U.S. Census Bureau, Census 2000.

Note: The median age is a measure that divides the age distribution in a population into two equal parts: one-half of the population falling below the median value and one-half above the median value.

Geographic Distribution

City Populations

- Most racial/ethnic minorities, except American Indians, live in metropolitan areas and major municipalities of Wisconsin counties.
- Among Wisconsin cities, Milwaukee has the largest and most diverse racial/ethnic population. In 2000, African Americans comprised 37% of the city's residents and Hispanics, 12%.

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- Compared to other cities in the state, the City of Milwaukee also had the largest numerical concentration of Asians (about 17,000) and American Indians (about 4,000). However, Asians and American Indians represented relatively small proportions of the city's population (2.9% and 1.7%, respectively).
- A majority of American Indians in Wisconsin live in nonmetropolitan areas. According to the 2000 Census, 55% of American Indians in Wisconsin live in nonmetropolitan areas, and 45% live in metropolitan areas.⁸

Table 5: Racial and ethnic populations in the 20 most populated cities, Wisconsin, 2000

		African American/ Black		American Indian		Asian		Hispanic/Latino		White	
Total city population		No.	%	No.	%	No.	%	No.	%	No.	%
Milwaukee	596,974	220,432	36.9%	4,313	0.7%	17,339	2.9%	71,646	12.0%	270,989	45.4%
Madison	208,054	11,987	5.8%	648	0.3%	12,000	5.8%	8,512	4.1%	170,509	82.0%
Green Bay	102,313	1,358	1.3%	3,075	3.0%	3,827	3.7%	7,294	7.1%	85,134	83.2%
Kenosha	90,352	6,810	7.5%	337	0.4%	868	1.0%	9,003	10.0%	71,686	79.3%
Racine	81,855	16,349	20.0%	229	0.3%	473	0.6%	11,422	14.0%	51,962	63.5%
Appleton	70,087	677	1.0%	373	0.5%	3,205	4.6%	1,775	2.5%	63,249	90.2%
Waukesha	64,825	797	1.2%	158	0.2%	1,389	2.1%	5,563	8.6%	56,191	86.7%
Oshkosh	62,916	1,366	2.2%	305	0.5%	1,879	3.0%	1,062	1.7%	57,749	91.8%
Eau Claire	61,704	420	0.7%	327	0.5%	2,255	3.7%	619	1.0%	57,308	92.9%
West Allis	61,254	778	1.3%	392	0.6%	801	1.3%	2,155	3.5%	56,432	92.1%
Janesville	59,498	726	1.2%	134	0.2%	570	1.0%	1,569	2.6%	55,840	93.9%
La Crosse	51,818	775	1.5%	244	0.5%	2,391	4.6%	592	1.1%	47,158	91.0%
Sheboygan	50,792	410	0.8%	198	0.4%	3,266	6.4%	3,034	6.0%	43,189	85.0%
Wauwatosa	47,271	955	2.0%	115	0.2%	912	1.9%	813	1.7%	43,935	92.9%
Fond du Lac	42,203	767	1.8%	207	0.5%	638	1.5%	1,232	2.9%	38,906	92.2%
Brookfield	38,649	316	0.8%	34	0.1%	1,477	3.8%	453	1.2%	36,051	93.3%
Wausau	38,426	205	0.5%	213	0.6%	4,373	11.4%	398	1.0%	32,802	85.4%
New Berlin	38,220	167	0.4%	71	0.2%	873	2.3%	595	1.6%	36,265	94.9%
Beloit	35,775	5,428	15.2%	111	0.3%	410	1.1%	3,257	9.1%	25,732	71.9%
Greenfield	35,476	342	1.0%	139	0.4%	796	2.2%	1,376	3.9%	32,512	91.6%

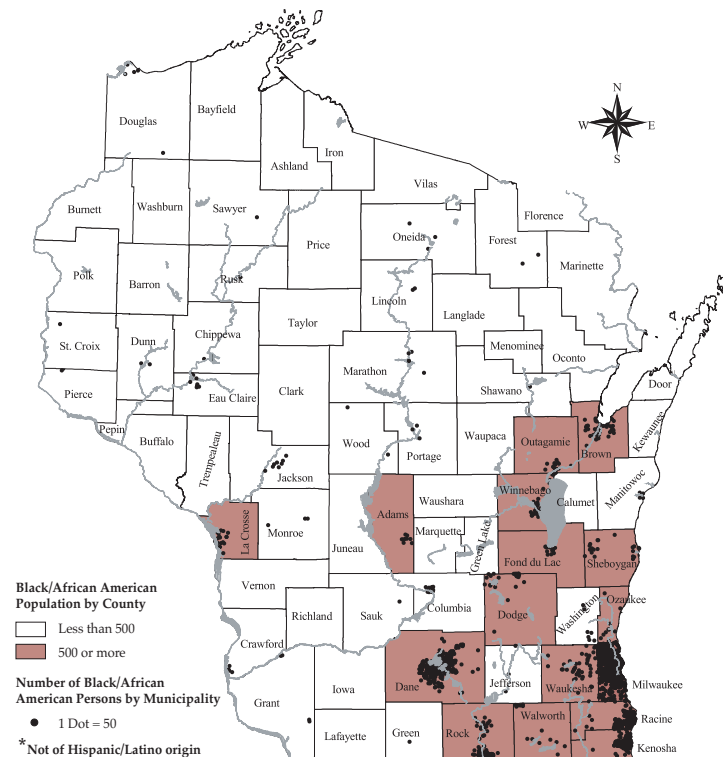
Source: U.S. Census Bureau, Census 2000, Summary Tape File 1.

County Populations

Racial and ethnic minority populations reside throughout the state and since 1990 have significantly increased their presence in many counties. The counties with racial/ethnic minority and multiple race populations exceeding 10% are Menominee (88%), Milwaukee (38%), Racine (20%), Sawyer (19%), Kenosha (15%), Forest (14%), Ashland (13%), Dane (13%), Bayfield (12%), Jackson (11%), and Vilas (11%). See Appendix III, Table R5 for the number and percentage of persons from each racial or ethnic group residing in each county.

Population Size, Growth, and Geographic Distribution

Figure 4: Geographic distribution of the African American or black population* by county of residence, Wisconsin, 2000



Source: U.S. Census Bureau, Census 2000.
Map prepared by the Applied Population Laboratory, University of Wisconsin-Madison/Extension.

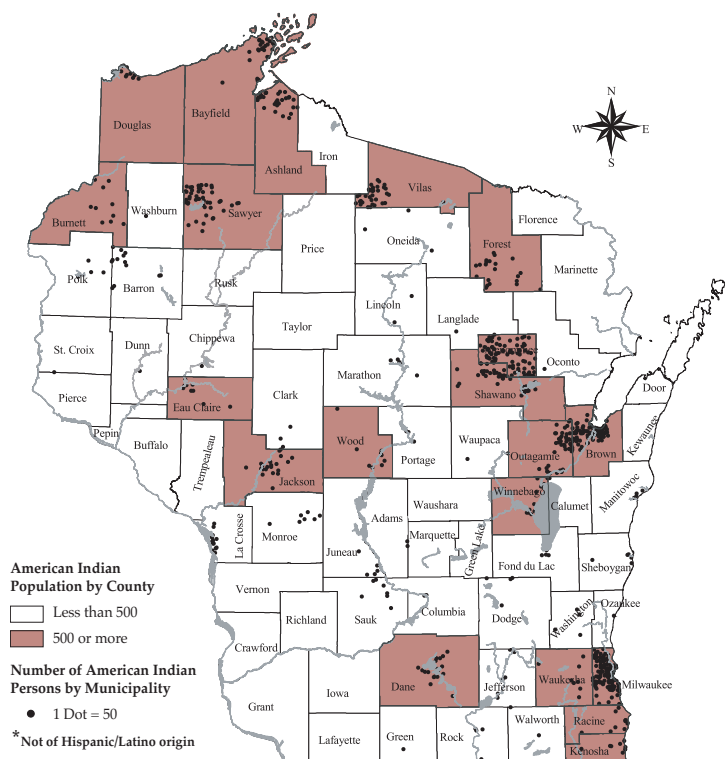
Table 6: The 10 counties with the largest non-Hispanic African American or black populations, Wisconsin, 1990 and 2000

County	1990 Census	Census 2000	% Change 1990–2000	African American/Blacks as % of total county population, 2000	% of Wisconsin African American/Black population, 2000
Milwaukee	193,583	228,471	18.0%	24.3%	76.1%
Racine	16,693	19,441	16.5%	10.3%	6.5%
Dane	10,303	16,829	63.3%	3.9%	5.6%
Kenosha	5,190	7,446	43.5%	5.0%	2.5%
Rock	6,593	6,943	5.3%	4.6%	2.3%
Waukesha	1,058	2,570	142.9%	0.7%	0.9%
Brown	992	2,562	158.3%	1.1%	0.9%
Dodge	1,113	2,095	88.2%	2.4%	0.7%
Winnebago	689	1,725	150.4%	1.1%	0.6%
Sheboygan	412	1,189	188.6%	1.1%	0.4%
All other counties	5,071	10,974	116.4%	0.4%	3.7%
All Wisconsin	241,697	300,245	24.2%	5.6%	100.0%

Source: U.S. Census Bureau, 1990 Census and Census 2000.
1990 Census counts for all groups are from Summary Tape File 1A, series released 1991.

III. Demographic Characteristics

Figure 5: Geographic distribution of the American Indian population* by county of residence, Wisconsin, 2000



Source: U.S. Census Bureau, Census 2000.
Map prepared by the Applied Population Laboratory, University of Wisconsin-Madison/Extension.

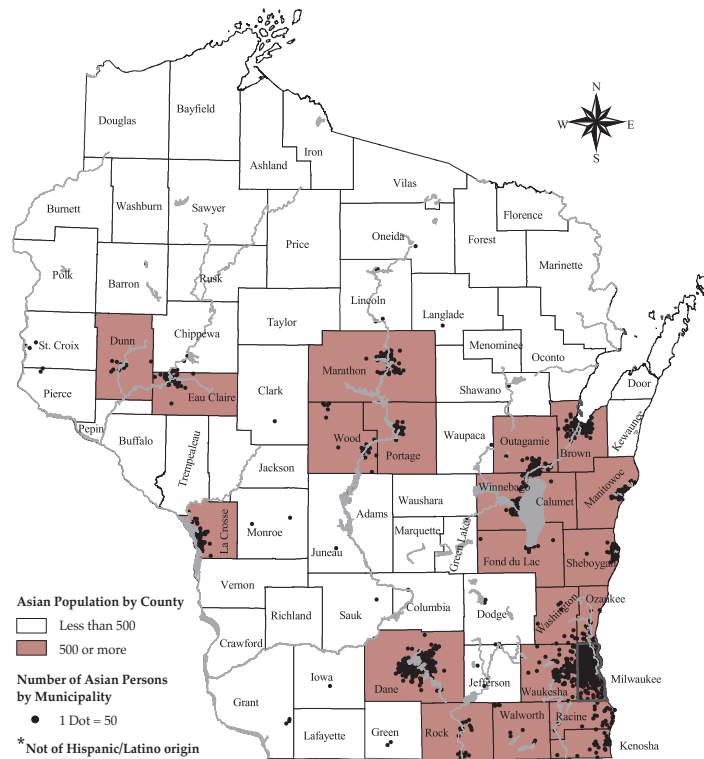
Table 7: The 10 counties with the largest non-Hispanic American Indian populations, Wisconsin, 1990 and 2000

County	1990 Census	Census 2000	% Change 1990–2000	American Indians as % of total county population, 2000	% of Wisconsin American Indian population, 2000
Milwaukee	6,291	5,735	-8.8%	0.6%	13.0%
Brown	3,676	4,858	32.2%	2.1%	11.0%
Menominee	3,422	3,876	13.3%	85.0%	8.8%
Sawyer	2,118	2,562	21.0%	15.8%	5.8%
Shawano	1,755	2,468	40.6%	6.1%	5.6%
Outagamie	1,935	2,308	19.3%	1.4%	5.2%
Vilas	1,528	1,876	22.8%	8.9%	4.3%
Ashland	1,452	1,696	16.8%	10.1%	3.9%
Bayfield	1,226	1,380	12.6%	9.2%	3.1%
Dane	1,122	1,198	6.8%	0.3%	2.7%
All other counties	13,244	16,023	21.0%	0.5%	36.4%
All Wisconsin	37,769	43,980	16.4%	0.8%	100.0%

Source: U.S. Census Bureau, 1990 Census and Census 2000.
1990 Census counts for all groups are from Summary Tape File 1A, series released 1991.

Population Size, Growth, and Geographic Distribution

Figure 6: Geographic distribution of the Asian population* by county of residence, Wisconsin, 2000



Source: U.S. Census Bureau, Census 2000.
Map prepared by the Applied Population Laboratory, University of Wisconsin-Madison/Extension.

Table 8: The 10 counties with the largest non-Hispanic Asian populations, Wisconsin, 1990 and 2000

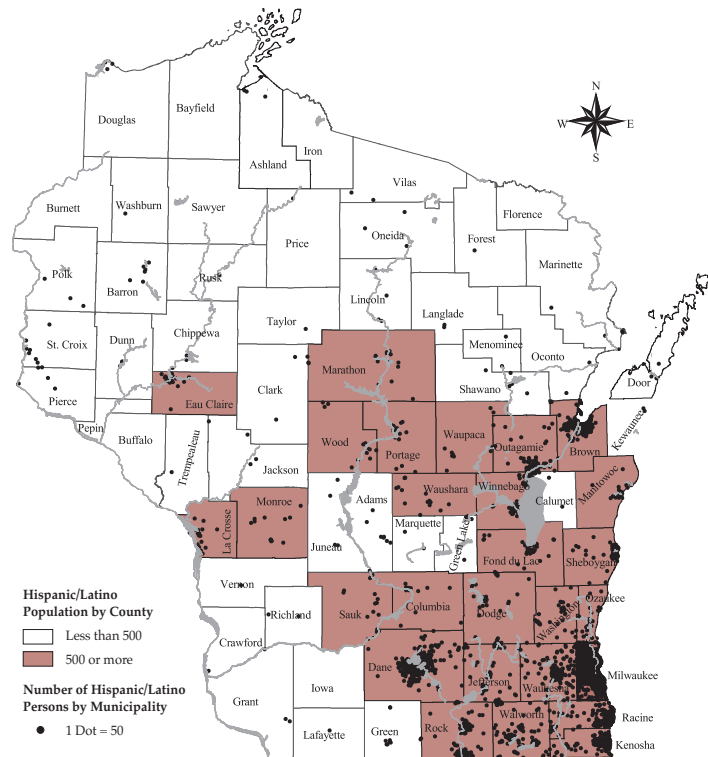
County	1990 Census	Census 2000	% Change 1990–2000	Asians as % of total county population, 2000	% of Wisconsin Asian population, 2000
Milwaukee	14,872	23,879	60.6%	2.5%	27.1%
Dane	8,546	14,651	71.4%	3.4%	16.6%
Marathon	2,429	5,703	134.8%	4.5%	6.5%
Waukesha	2,676	5,340	99.6%	1.5%	6.1%
Brown	2,493	4,910	97.0%	2.2%	5.6%
Sheboygan	1,999	3,669	83.5%	3.3%	4.2%
Outagamie	1,865	3,564	91.1%	2.2%	4.1%
La Crosse	2,545	3,349	31.6%	3.1%	3.8%
Winnebago	1,690	2,849	68.6%	1.8%	3.2%
Eau Claire	2,104	2,332	10.8%	2.5%	2.7%
All other counties	11,065	17,749	60.4%	0.7%	20.2%
All Wisconsin	52,284	87,995	68.3%	1.6%	100.0%

Source: U.S. Census Bureau, 1990 Census and Census 2000.

Note: In the 1990 Census, Asians were combined with Native Hawaiians and Other Pacific Islanders. In Census 2000, Native Hawaiians and Other Pacific Islanders were tabulated as a separate racial group. Census 2000 data shown above exclude Native Hawaiians and Other Pacific Islanders.

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Figure 7: Geographic distribution of the Hispanic/Latino population by county of residence, Wisconsin, 2000



Source: U.S. Census Bureau, Census 2000.
Map prepared by the Applied Population Laboratory, University of Wisconsin-Madison/Extension.

Table 9: The 10 counties with the largest Hispanic/Latino populations, Wisconsin, 1990 and 2000

County	1990 Census	Census 2000	% Change 1990–2000	Hispanics/Latinos as % of total county population, 2000	% of Wisconsin Hispanic/Latino population, 2000
Milwaukee	44,671	82,406	84.5%	8.8%	42.7%
Racine	9,034	14,990	65.9%	7.9%	7.8%
Dane	5,744	14,387	150.5%	3.4%	7.5%
Kenosha	5,580	10,757	92.8%	7.2%	5.6%
Waukesha	5,448	9,503	74.4%	2.6%	4.9%
Brown	1,525	8,698	470.4%	3.8%	4.5%
Walworth	2,017	6,136	204.2%	6.5%	3.2%
Rock	1,754	5,953	239.4%	3.9%	3.1%
Sheboygan	1,668	3,789	127.2%	3.4%	2.0%
Outagamie	987	3,207	224.9%	2.0%	1.7%
All other counties	14,766	33,095	124.1%	1.3%	17.2%
All Wisconsin	93,194	192,921	107.0%	3.6%	100.0%

Source: U.S. Census Bureau, 1990 Census and Census 2000.
1990 Census counts for all groups are from Summary Tape File 1A, series released 1991.

Population Size, Growth, and Geographic Distribution

Notes

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